



DATE: July 15, 2021

FROM: Neumiia Duncan-Reed, Director of Human Resources & Community Affairs
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RE: Allegiant Stadium - Operations
Community Benefits Plan Memorandum

ASM Global is fully committed to carry out the intent of the Community Benefits Plan (CBP) with a goal to exceed expectations through the promotion of the greatest possible participation by all segments of the local community in the economic opportunities available in connection with the operation of Allegiant Stadium.

To lend additional transparency to this effort, ASM has recently finalized training for mandatory reporting templates to track contractors' CBP data related to local, SB1, and WMBE subcontractor participation, minority and female workforce inclusion, WMBE mentorship and internship activity, and technical assistance programming. ASM expects to share regular metrics during future Las Vegas Stadium Authority Board Meetings.

A sampling of recent actions since the prior May 20, 2021 update are as follows:

Supplier Diversity: Local Small and WMBE Participation (3.1)

- ASM remains committed to recruiting, engaging, and responding to small businesses that desire to partner with Allegiant Stadium. Approximately 1,000 businesses have been contacted in 2021 by phone as a part of ASM's small and diverse business outreach campaign, resulting in a 31% increase in local business registration in 2021.
- ASM successfully held an "Instant Replay" event in early June which allowed for select local small and diverse vendors who had participated in the inaugural "Supplier Engagement Series" event, Gridiron Pitch, to be invited back to Allegiant Stadium to strategically showcase goods and services to additional staff and partners.
- ASM contracted with local subject matter experts to lead in-person subcontractor training on the topic of supplier diversity during the first quarter of 2021. Best practices in Tier 2 recruitment, small and diverse business support, and community benefits reporting expectations were shared with a goal of supporting strong metrics within future quarterly memorandums.
- All operations-based vendors interested in doing business with ASM Global and/or participating in targeted events should register by selecting "Supplier Registration Form" available at www.allegiantstadium.com/community.

Community Engagement (3.2)

- To date, more than 100 community organizations have received an introduction to the Community Affairs Team with the opportunity to initiate discussions on current and future partnership opportunities.
- The Community Benefits Plan Oversight Committee was welcomed to the Stadium for a customized tour and lunch on the property in late June. Members were welcomed by ASM Global's department heads who shared a description of roles, responsibilities and a stated commitment to support community initiatives.
- Additional updates to the [Allegiant Stadium "Community" website](http://www.allegiantstadium.com/community) have been made. The site now includes an overview of supported programs, an introduction to the Community Advisory Board and partners, as well as supplier links. The site continues to facilitate a mode for the public to interact with stadium staff.

Workforce/Business Diversity (3.3)

- Prime contractors overseeing facility maintenance, parking, event security and event guest services have provided Women/Minority workforce participation data for the first quarter of 2021, exceeding the community benefits expectation.
- Formal training is underway for all stadium partners to support accuracy of workforce data collection. Comprehensive workforce diversity summaries are being prepared for inclusion in future quarterly memorandums.
- Hiring activities to support event programming are in progress. Recruitment strategies include regular communication and partnerships with community organizations representing diverse populations.
- Members of the public interested in viewing current job opportunities should visit: www.allegiantstadium.com/careers.

Career Development: Mentoring/Technical Assistance/Internships (3.4)

- A partnership has been established with Nevada Partners, a community organization that offers evidence-based programming and services, including education and career support and encourages poverty alleviation through economic independence. Allegiant Stadium staff were ecstatic to be welcomed on-site and received an impressive presentation including a tour of the new technology facility.
- Allegiant Stadium has successfully moderated the first set of Community Advisory Board (CAB) meetings and has begun the process of identifying internship programs that will support career development activities and programs for disadvantaged youth.